MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BMK3174– BUSINESS TO BUSINESS MARKETING

(All sections / Groups)

8 JULY 2023
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 **pages**, excluding this cover page.
2. **ANSWER All FOUR (4) questions.**
3. The total mark for this exam is **100 marks.**
4. Please write **ALL** your answers in the **ANSWER BOOKLET** provided.

Read the case and answer ALL questions. Each question carries equal marks.

PROCUREMENT PARTNER FOR BUSINESSESS

Adapted from: Sreerema Banoo, The Edge Malaysia, 8 May 2023

The memorandum of understanding (MOU) signed in January, between Malaysia and Singapore covering the digital economy, green economy and cybersecurity is an impetus for more Malaysian companies especially SMEs to gain greater insights into the 4th IR (Industrial Revolution) Technologies and how these can help their businesses, says Sean Er Lim, General Manager of RS Malaysia.

RS Malaysia, which is part of the RS group, a global consultant and omnichannel solutions partner for industrial customers and suppliers who are involved in designing, building or maintaining industrial equipment and facilities, is already using the insight gained by its sister company in Singapore to assist companies that are trying to jump on the IR4.0 bandwagon. "Many of our customers in Malaysia are reluctant to talk about digitalisation and some can't see how IR4.0 technologies will impact their businesses. By using the examples of companies in Singapore that RS Singapore has helped, and the data available, Malaysian company can see the benefit, which then allows them to change their mindset."

"There are many opportunities for SMEs to undertake IR4.0 transformation, which is why the MoU with Singapore is critical. The adoption of IR technologies such as artificial intelligence, cloud computing and the internet of things (IoT), among others, has the potential to significantly improve productivity and efficiency across a range of industries, from manufacturing to services. This will drive economic growth and enhance the country's competitive edge through cost reduction and improvement in the quality of product and services," she says. Lim says Malaysia has made great strides in areas such as research and development funding for starts-ups and SMEs as well as cooperation with international organisations to achieve digital transformation goals. Lim further reiterated that good research starts with developing marketing information especially competitive marketing intelligence hence RS is willing to undertake the marketing research process for its clients. Apart from that, RS is also poised to engage in relationship building with business customers through collaborative exchange and to achieve this, Lim says RS will assist business customers to provide special attention to the five areas of CRM strategy priorities.

Government initiatives such as Industry4WD:National policy on Industry 4.0, which was launched in 2018 to drive the digital transformation of the manufacturing and related service sectors in the country, are a boost for companies, she adds. However, the level of awareness, especially among SMEs, still lacking. "They may be aware of the importance of IR4.0 technologies but do not really know how these technologies can benefit their organisations." One of the pain points faced by the industry is that despite the resources invested, many businesses, especially SMEs, are not seeing the results.

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This is where she feels RS, through its suite of procurement tools can facilitate SMEs to achieve purchasing function goals. Beyond that, RS has all the expertise to assist SMEs in uncovering the key components of price setting decision process and perhaps advise customers on whether to engage in price skimming strategy or penetration pricing strategy.

A large part of business development in a business-to-business context is managing relationship, thus key account management is undeniably vital, an area where RS can facilitate by cohesively developing key account management strategy to enhance relationship marketing, In addition, RS can play a major role in facilitating customer-based brand equity (CBBE) by implementing the 4 steps for building a strong brand as laid by CBBE pyramid whilst establishing relationship marketing programs to eventually entice the visionaries (early adopters). "By working closely with our customers, we learn of their pain points and growth strategies, and with the information we gain, we work together with our customers to help drive their business to greater heights," says Lim.

Question 1

a. "Good research starts with developing marketing information."
Discuss the THREE (3) areas information can be obtained for developing marketing information.

(9 marks)

b. Briefly explain the FOUR (4) elements of the marketing research process that could be undertaken by RS.

(16 marks)

(Total 25 marks)

Question 2

a. "RS will assist business customers to provide special attention to the five areas of CRM strategy priorities."
Explain the FIVE (5) CRM strategy priorities.

(15 marks)

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b. "RS through its suite of procurement tools can facilitate SMEs to achieve the purchasing function goals."
Discuss FIVE (5) purchasing function goals.

(10 marks)

(Total 25 marks)

Question 3

a. "RS has all the expertise to assist SMEs in uncovering the key components of price setting decision process."
Explain the key components of price setting decision process.

(15 marks)

b. RS is able to advise customers on whether to engage in price skimming strategy or penetration pricing strategy.
Briefly discuss price skimming strategy and penetration pricing strategy.

(10 marks)

(Total 25 marks)

Question 4

a. RS can facilitate by cohesively developing key account management strategy.
Explain FOUR (4) attributes of key account.

(10 marks)

b. RS can play a major role in facilitating customer-based brand equity (CBBE) by implementing the 4 steps for building a strong brand as laid by CBBE pyramid.
Discuss in detail the FOUR (4) steps based on CBBE Model.

(10 marks)

c. Briefly explain visionaries (early adopters)

(5 marks)

(Total 25 marks)

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